

ORDER



KLAS

Orders
 Order / Rev: 37673
 Alt Order #: 08887430
 Product Desc: OBAMA/P/D
 Estimate: 2174
 Flight Dates: 10/23/12 - 10/29/12
 Original Date / Rev: 10/22/12 / 10/22/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency
 Name: GMMB
 Buying Contact:
 Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser
 Name: Obama, Barack D-President
 Demographic: A35+
 Product Codes: PO1
 Priority: LV2
 Revenue Codes: AGY, POL, CAND

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	3	\$2,960.00	\$2,516.00
10/29/12	10/29/12	1	\$440.00	\$374.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	3	\$2,960.00	\$2,516.00	0.00
November 2012	1	\$440.00	\$374.00	0.00
Totals	4	\$3,400.00	\$2,890.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLAS	30%	\$3,400.00
Market	100%	\$11,333.33

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$2,833.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$566.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/23/12	10/29/12	CBS This Morning 7-9a	CM	7-9a	MTWTF--	:30	1	\$700.00	LV2	0.00	NM	1	\$700.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	1		\$700.00		0.00						
E 2	8	10/27/12	10/27/12		CM	5-7a	-----S-	:30	1	\$335.00	LV2	0.00	NM	1	\$335.00

Advertiser:	Obama, Barack D-President
Product Desc:	OBAMA/P/D
Estimate:	2174

Advertiser: Obama, Barack D-President

Totals	4	\$3,400.00
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